

EXHIBIT 44

JORDAN ACKER
IN RE COLLEGE ATHLETE NIL LIT

October 16, 2023

1

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
OAKLAND DIVISION

GRANT HOUSE and SEDONA
PRINCE, on behalf of
themselves and all others
similarly situated,
Plaintiffs,

-vs- No: 4:20-cv-03919

NATIONAL COLLEGIATE ATHLETIC
ASSOCIATION; PAC-12 CONFERENCE;
THE BIG TEN CONFERENCE, INC.;
THE BIG TWELVE CONFERENCE, INC.;
SOUTHEASTERN CONFERENCE; and
ATLANTIC COAST CONFERENCE,
Defendants.

_____/

Pages 1 - 66.

The deposition of JORDAN ACKER,
taken at 17000 West Ten Mile Road, Suite 200
Southfield, Michigan,
commencing at 1:03 p.m.
Monday, October 16, 2023
before Ann L. Bacon CSR-1297.

JORDAN ACKER
IN RE COLLEGE ATHLETE NIL LIT

October 16, 2023

15

1 I think that is not a coincidence, no.

2 Q. So you think that the University of Michigan
3 football's success, Go Blue as it were, has
4 impacted applications to the university?

5 A. I do, yes.

6 Q. Are you familiar with recent changes in conference
7 makeup across the Power Five conferences?

8 A. I am.

9 Q. Do you agree that television revenues drove
10 those changes?

11 A. Absolutely, yes.

12 MR. YATES: Objection to form, lack of
13 foundation.

14 MR. ANDRES: Just give the lawyers a
15 chance to object.

16 A. I know. It's my worst lawyer habit. I'm sorry.
17 I apologize.

18 MR. YATES: No, no problem at all.

19 Q. (Continuing, by Ms. Parsigian) Do you agree that
20 the conference realignment that's taken place
21 will increase the travel time for student-athletes?

22 MR. YATES: Objection to form.

23 A. I do.

24 Q. (Continuing, by Ms. Parsigian) Can you give an
25 example of how it might increase the travel time

JORDAN ACKER
IN RE COLLEGE ATHLETE NIL LIT

October 16, 2023

66

1 STATE OF MICHIGAN)
2)
3 COUNTY OF MACOMB)

4 I, Ann L. Bacon, a Notary Public in and for
5 the above county and state, do hereby certify
6 that the witness, whose attached deposition was
7 taken before me in the entitled cause on the
8 date, time and place hereinbefore set forth, was
9 first duly sworn to testify to the truth, and
10 nothing but the truth; that the testimony
11 contained in said deposition was reduced to
12 writing in the presence of said witness by means
13 of stenography; that said testimony was
14 thereafter reduced to written form by mechanical
15 means; and that the deposition is, to the best
16 of my knowledge and belief, a true and correct
17 transcript of my stenographic notes so taken.

18 I further certify that the signature to and
19 the reading of the deposition by the witness was
20 waived by counsel for the respective parties
21 hereto; also, that I am not of counsel to either
22 party or interested in the event of this case.

23 

24 Ann L. Bacon, Notary Public, Macomb County
25 Acting in Oakland County
My commission expires: 6/29/29

ERRATA SHEETNAME OF CASE: *In Re College Athlete NIL Litigation*

DATE OF DEPOSITION: October 16, 2023

NAME OF WITNESS: Jordan Acker

Reason Codes:

1. To clarify the record.
2. To Conform to facts.
3. To Transcription error.

Page(s)	Line(s)	From	to	Reason
8	11	Over you, so I violated	Over you, so there I violated	Transcription error
8	12	Everyone needs a reminder.	Everyone needs the reminder.	Transcription error
9	13	hold, other than some	hold, as it were other than some	Transcription error
12	7	Were through NCAA institutions, I felt	Were through NCAA institutions, that I felt	Transcription error
12	11	What's called the M-Den	What's called the M Den	Conform to facts
12	20	"back in 2019 when I spoke up"	"back in 2019, you know, when I spoke up"	Transcription Error
14	20	(Continuing, by Ms. Parsigian) Okay. Does	(Continuing, by Ms. Parsigian) Does	Transcription error
17	20	An essay that you	A essay that you	Transcription error
18	13	From both as a government's perspective	From both as a governance perspective	Transcription error
20	9	Though I will say in my	Though I will say that in my	Transcription error
20	14	Use round numbers so people	Use round numbers, and so people	Transcription error

Page(s)	Line(s)	From	to	Reason
20	16	Revenue sharing, so what	Revenue sharing, though what	Transcription error
20	22	That you mentioned	That you mention	Transcription error
21	8	Michigan coach Jim	Michigan's coach Jim	Transcription error
22	21	Question and I'm	Question that I'm	Transcription error
22	22	This to be confidential	To keep confidential	Transcription error
24	13	Of the string	In this string	Transcription error
24	23	Whole thing. "While	Whole. "While	Transcription error
25	1	By their actions, not by	By their actions, and not by	Transcription error
25	8	To the tweets right	To the tweet	Transcription error
28	7	No longer amateurs	No longer amateur	Transcription error
29	12	Plaintiff's counsel's	Plaintiffs' counsel's	Conform to facts
34	5	The law firm?	The law firm you work for right?	Transcription error
34	10	Title 9	Title IX	Conform to facts
34	11	Title 9	Title IX	Conform to facts
34	12	Title 9	Title IX	Conform to facts
34	13	Title 9	Title IX	Conform to facts
36	9	Object as it misstates	Object that that misstates	Transcription error

Page(s)	Line(s)	From	to	Reason
37	13	Title 9	Title IX	Conform to facts
37	14	Title 9	Title IX	Conform to facts
37	16	Anti-trust laws?	Anti-trust law?	Transcription error
37	19	Even distribution revenues	Even distribution of revenues	Transcription error
38	19	Not offering opinions	Not offering any opinions	Transcription error
41	8	Is that right?	Isn't that right?	Transcription error
44	25	"you're talking like about physical monetary benefits"	"you're talking about, like, physical monetary benefits"	Transcription Error
45	21	There's prestige	There's the prestige	Transcription error
47	19	Is that right?	Isn't that right?	Transcription error
47	20	"That's correct."	"That's right."	Transcription Error
47	25	So you're a student athlete and if	So you're a student, you're a student athlete and if	Transcription error
50	8	"I think that it's not unimportant to remember that"	"I think with the – I think that it's not unimportant to remember that"	Transcription Error
50	25	"from media reports of what I know"	"from what I read in media reports and from what I know"	Transcription Error
51	19	\$250,00 in value	\$250,00 a year in value	Transcription error
51	22	Voters who elected you	Of the voters who elected you	Transcription error
52	7	The time value	There's a time value	Transcription error

Page(s)	Line(s)	From	to	Reason
55	13-14	“as much pride in our football championship”	“as much pride in a football championship”	Transcription Error
56	7	Even those sports	Even though those	Transcription error
56	15	Michigan University of Michigan Athletic	Michigan University Athletic	Transcription error
58	25	Duties, I have to	Duties, that I have to	Transcription error
59	4	My personal feel	My personal feelings	Transcription error
59	10	In drawing an attractive	In drawing and attracting	Transcription error
59	18	(Continuing by Ms. Parsigian)	(Continuing by Mr. Yates)	Conform to facts
60	14-15	the English premier league	the English Premier League	Conform to facts

By: /s/ Jordan Acker

DATE: November 27, 2023